

Management Action Plan – VO1

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Dealership: Dreyer & Reinbold BMW

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Current situation or challenge you want to address (narrow your focus): We have a good photo deck for our pre-owned listings, but we lack video. We have a subscription to CoVideo but we are not using it. The challenge is to implement video usage into our vehicle listings and our customer responses.

Overall objective (goal) and specific desired results: The goal is 2 part: Part one is to achieve and maintain video representation of our pre-owned vehicles at 90% (90% videos on pre-owned cars). Part two is to respond to every internet inquiry for a specific vehicle with a personalized video of the specific vehicle.

The desired result is to convert more VDP's in leads and more leads into sales.

Describe your action plan in detail (including before and after measurements):

Step one of the plan is to come up with a basic video format for used car video's. This has already been done and we have shot some example videos.

Step two is to determine whether the videos can be housed by our website or whether we have to house them on youtube with a link or both. This is a little more complicated of a question. My internet manager and I are working with our IT department to determine the best solution for this.

Step three is to determine a sustainable process for streamlining the video process to achieve the 90% number.

Timeline: What is your implementation date? Describe specific short-term and long-term checkpoints to monitor progress. The goal is to achieve the 90% number by the end of the 2cd quarter (June 30, 2019). With an average number of units in inventory around 100 the initial bulk of the vehicles will take the most time to get videos up for. There will be a learning curve (as we have already experienced) with shooting the videos and being on camera. Long term goal will be to maintain the 90% number.

Meeting with Stakeholders (dealership personnel):

Describe what behavior change is needed to support desired goal. Address required coaching, training and/or consequences, including timelines / accountability / process monitoring activity.

1. Who: Lot Porter, Videographer, IT manager, Pre-owned Manager, Salespeople

2. **What:** The largest obstacle that we have is IT. Our website is highly regulated by the manufacturer, so getting the changes made to house the videos on our website is not as easy as flipping a switch. We have to make sure the videos comply with the manufacturer and do not slow website functionality. This is in process testing currently. We currently have done a couple test videos and have enough buy in from the salespeople that getting actors for the videos is not a problem. Once IT solves the hosting problem the Used car manager will run a used car list and use it as a checklist to shoot the videos. Moving forward our lot porter will add a step to his normal routine of prepping cars for the lot after they come out of our detail shop. Porter will notify sales of the number of cars ready and the videos will be shot freshly detailed before they go to the lot. This way every car goes through the same process. Used car manager will inspect regularly to make sure cars are not slipping through without being videoed.
3. **By When:** June 30, 2019—**Completion:** March 31, 2019 to have figured out how the videos will be presented on line.
4. **How:** As mentioned above

Dealer agreement:

If you need your sponsors support or approval to implement your plan, have it signed off before you start. If you can proceed on your own, present this action plan to your sponsor before next class. Describe the meeting: Sponsor loves the plan, does not want us spending a whole lot of resources making videos of vehicles that may be sold by the time we figure out how to get them posted. Sponsor also likes the idea of having educational videos (garage door openers, vehicle operation, tires, etc.) posted on Youtube. I am currently working on content to shoot our first video for Youtube while we are figuring out our website.
